**Usage Plan**

**Purpose:**

The purpose of this video is to increase attendance at Chick-Fil-A Spirit Night. Wesley Heights has Spirit Night in conjunction with Chick-Fil-A every other month. If the children go to Chick-Fil-A on a specified night during the hours of 5:00 and 8:00, our school earns a portion of the purchase. This is an excellent fundraiser for our school. However, the last couple of Spirit Nights have not been as profitable as in was in the past. The students love seeing the teachers and staff in another setting with their own families, too. This video was produced by Mrs. Brock’s 4th grade students. They have been studying persuasive writing and talked about how commercials or slogans persuade people into purchasing an item or believing a certain way. The class decided they could help promote Spirit Night for our school.

**Audience:**

The students wrote their own scripts to encourage our school community to attend Spirit Night at Chick-Fil-A. They practiced their scripts at school and home. We designed “cow” shirts to wear during the video to symbolize the Chick-Fil-A cows. Many students used pom-poms to perform a cheer while others wrote a rap and danced. The video was produced by Mrs. Brock’s class and was taped in Mrs. Brock’s classroom.

**How the video will be shown?**

The video was burned to a DVD and given to our media specialist where she will pipe it through for all classrooms to view.

**When will the video be shown?**

The video will be shown at the end of every day for the week prior to Chick-Fil-A Spirit Night. Hopefully the students will be singing a tune as they walk in the door of their house in the afternoon and remind their parents about Spirit Night.

**Where will the video be shown?**

Each teacher will turn to channel 6 on their classroom television where the video will play from 2:00-2:10 each day.

**Effectiveness:**

The effectiveness of the video will be determined by calculating the attendance at Chick-Fil-A Spirit Night on March 6th. We are hoping to see an increase in attendance and more money earnings for our school due to the commercials getting “stuck in our heads” just like Subway reminds us to “eat fresh” and that they have “$5 footlongs.” We are hoping our slogans about Chick-Fil-A and Spirit Night stick in their heads.